Editorial

After three years as Editors-in-Chief of Marketing ZFP – Journal of Research and Management, this is our last editorial. We have experienced an intense and exciting journey during our time with Marketing ZFP. After a relatively quiet start into our new position, the editorship from spring 2020 onwards was strongly influenced by the global pandemic. All of a sudden authors and reviewers were faced with many challenges in research and teaching, which also strongly impacted the submission and reviewing process. Nevertheless, we received a lot of support from numerous colleagues. We would therefore like to express our sincere gratitude for the many interesting and high-quality contributions as well as the quick and constructive reviews. In addition, we would especially like to thank the two assistants and doctoral students, Ms. Helena Schirmacher and Ms. Monique Breaz for their varied support over the past three years. Another heartfelt thank you goes to Ms. Anke Humphrey and Mr. Hermann Schenk from our publisher C.H. Beck, for all the effort they put into the journal during our editorship. Just as success has many fathers (and of course mothers), the successful accomplishment of managing a renowned academic journal is closely linked to the great commitment of many players. We are very grateful for all the support.

However, the time has come to hand over the journal to new editors. We are pleased to have found a promising arrangement for the upcoming years. First of all Heribert Gierl (University of Augsburg) will act as Editor-in-Chief for all issues in 2022. Our colleagues Jörg Königstorfer (Technical University Munich) and Daniel Baier (University of Bayreuth) will follow him in 2023 and will conduct their role as Editor-in-Chief in tandem. Our warm thanks goes to all three for their prompt willingness to take over the leadership of Marketing ZFP. We wish them and the journal all the best in the future.

In the first article, "Drivers of Corporate Reputation and Its Differential Impact on Customer Loyalty", *Manfred Schwaiger*, *Alexander Witmaier*, *Tobias Morath* and *Gerrit Hufnagel* deal with corporate reputation as an essential intangible asset that is associated with a number of positive effects for companies. Based on a two-dimensional conceptualization of corporate reputation, which includes an affective component ("company likeability") in addition to the common cognitive component ("organizational competence"), the authors investigate both the differential effect of these two dimensions on customer loyalty and the effect of selected drivers on competence and likeability. As such, they use longitudinal reputation and loyalty data resulting from surveys conducted in more than 20 countries for six B2B/B2C companies from the pharmaceutical industry. The results of Study 1 show that the affective component exerts a stronger influence on customer loyalty than the cognitive component and that trust is an important mediator in this process. The findings of Study 2 reveal that performance-oriented signals (e.g., product/service quality, employee competence) are the strongest predictors of organizational competence. In contrast, benevolence-oriented signals (e.g., environmental responsibility, ethical behavior) are the strongest drivers of company likeability.

In the second article, *Mona Eckl* and *Michael Lingenfelder* take a look at the "Determinants of Consumers' Purchase Channel Preference in Omni-Channel Retailing". To avoid cannibalization between offline, online and mobile channels and to create synergy effects, a retailer's different channels must provide specific service offerings. This requires information about what omni-channel consumers value and how different value perceptions contribute to consumers' relative channel preferences. The study examines consumers' purchase channel preference for two exemplary product categories – coffee filter machines and sneakers. The empirical findings of their online survey experiment show that consumers perceive differences between offline and digital channels in terms of utility, hedonic value and risk, but not in terms of effort. While online and mobile channels are perceived as equally risky, the utilitarian value, hedonic value and effort they involve varies.

Finally, in their article "Actor Engagement in Business Model Innovation – The Role of Experimentation in New Ventures' Business Model Design", *Stefan Roth*, *Sophie Mentges* and *Thomas Robbert* take a closer look at the function of thought experiments in the pre-seed phase of the business model development process for new ventures and the role that actors outside the company play in this process. Thought experimentation is conceived as a process by which entrepreneurs cognitively and through interactions with other actors (e.g., other entrepreneurs, investors, research institutions) constantly evaluate their business model. Based on qualitative interviews with 19 founders of new ventures in Germany, three forms of thought experiments and six roles of engagement behavior are identified, through which external actors can influence the different forms of thought experiments. The results of this study can help entrepreneurs to use the different forms of thought experiments for the continuous improvement of their business model and to specifically select the appropriate actors for the different stages of this process.

We wish all readers of this issue a very inspiring read.

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Editors-in-Chief

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